

NOW

Women

NOW

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NATIONAL ORGANIZATION FOR WOMEN - NOW

NOW BOYCOTTS GENERAL MILLS

The National Organization for Women has asked all local chapters of NOW to participate in the boycott of General Mills and its subsidiaries which was begun by Minneapolis NOW and The Urban League.

General Mills, with over one billion dollars in sales last year and 32,500 employees, failed to include women in its management trainee program and only found space for one black (male).

In order to impress upon them the necessity to hire women and of the buying power of women, National has asked that all members immediately stop buying General Mills products. Also when you find General Mills products in a store be sure you inform the store manager that you will not buy these products and why you will not buy them.

Here is a list of products, restaurants and companies to boycott.

Gold Medal Kitchen Tested Flour, Gold Medal Wondra Instantized Flour, Red Brand Flour, Drifted Snow Flour, Sperry Cake & Pastry Flour, La Pina Flour, Purasnow Flour, Red Star Flour, White Deer Flour, Rex Flour, Bakery Flour, Export Flour Purity Oats, Softasilk Cake Flour; Bac*o's; Saus*o's; Pepr*o's Safflower, Casserole Mixes; Saff-O-Life Safflower Oil; Potatoes; Softasilk; Bisquick; Pie Crust Sticks; Graham Cracker Pie Crust; Pie Crust Mix; Buttermilk Pancake Mix; Muffin Mixes; Bugles, Whistles, Crisp-i-taters, Pizza Spins, French Fried Potato Crisp, Onyums, Cheez-Whillikers, Rye Chips, Layer Cake Mixes; Angel Food Cake Mixes, Clifton Cake Mixes; Gingerbread Mix; Fudge Brownie Mix; German Choc, Brownie Mix; Date Bar Mix; Walnut Brownie Mix; Coconut Macaroon Mix; Choc. Chip Butterscotch Brownie Mix; Vienna Dream Bar; Glaze Mixes; Ready-to-Spread Frostings; Instant Frosting Mixes; Fluffy Frosting Mixes; Pudding Cake Mixes; Ready-To-Serve Puddings; Serving Sauces; Boston Cream Pie Mix; Betty Crocker Cookbooks; Wheaties; Kix; Cheerios; Trix; Sugar Jets; Frosty O's Total; Cocoa Puffs; Tutti-Fruiti Twinkles; Country Corn Flakes; Lucky Charms; Clackers; Kaboom;

Count Chocula; Franken-Berry; Buc-Wheats; Corn Total; Fun Pack; Hotel & Restaurant Service; Sno Flok; O-Cel-O Sponge Products; Institutional Baking Mixes; Vital Gluten; Vitamins, Special Diet Foods; Starches; Guar, Versamid & Versalon Polyamide Resins; Fatty Nitrogen Derivatives and Sterols; Epoxy Resins; Milvex Resins; Amphoteric Surfactants; DDI Brand; Diisocyanate; LIX Reagents.

General Mills subsidiaries:

Goodmark, Inc.; Tom Huston Peanut Co.; Rainbow Crafts, Inc.; Red Lobster Inns of America; Slim Jim Inc.; Kenner Prods. Co. (toys); The Donruss Co.; Parker Bros. (games); Model Products; Pioneer Products; Gold Medal Ins. Co.; General Mills Chemicals The Gorton Corp. (Gorton's Sea Foods); Monocraft Prods. Inc.; Dexter Thread Mills (mail order & retail hobbycraft); David Crystal, Inc. (casual dresses, separates, children's wear); Silna Corp. (Siltex); Eddie Bauer, Inc. (sportswear & equipment).

THINGS YOUR FATHER NEVER TAUGHT YOU SKILLSHOP II

The second annual NOW Skillshop at Lone Mountain College will be on Saturday, February 10, 9:00-4:30.

We will be offering classes in legal rights, plumbing, carpentry, electricity, auto mechanics and self defense. As before, classes will be broken into morning and afternoon sessions, and you can register for only two classes.

The instructors are professionals in their fields, and if last year was any indication the classes are enormously instructive, popular and entertaining. If you wish to register write P.O. Box 1267, San Francisco 94101 or call Lorraine Lahr, 221-3834, days.

The all day seminar will cost \$10. Lunch will be served in the cafeteria for a very nominal fee, and there is ample parking. Everyone should sell a minimum of ten tickets.

DECEMBER BOARD MEETING

The Board met December 19 at 459 Clipper St. Committee reports can be found elsewhere in the newsletter.

National NOW is planning an action against the Bell Telephone System, an employer notorious throughout the country for its sexist personnel policies. The San Francisco Chapter wishes to support this action while giving recognition to the efforts of Pacific Telephone in California in establishing and implementing their Affirmative Action Program. After some discussion, it was decided to send a letter to National NOW expressing both appreciation of the progress made by the phone company here and our intention to watch Pacific Telephone closely for further improvement. A copy of this letter will be directed to Pacific Telephone and to other California NOW chapters.

There was also discussion of a proposed national boycott of General Mills. General Mills is a giant corporation which fosters a sexist image of women in its advertising and discriminates in hiring and promotion of women employees, despite the fact that women are the chief customers for its products. Jayne Townsend was asked to compile a list of the products and holdings of General Mills. This list appears in the article concerning the boycott in this issue of the newsletter.

President Diane Watson reported on the efforts of a San Francisco group to establish a drop-in child-care center for shoppers at Ghirardelli Square. Ghirardelli Square made the space available, but the State Department of Social Welfare would not license the facility on the incredible basis that every child using the center would first be required to submit a medical certificate. This illustrates the kind of difficulties encountered in any attempt to provide day-care and child-care. Action in this area will be directed toward state legislation. A NOW Committee on Children's Centers is being formed—please refer to the Calendar for meeting time and place.

The Board also discussed the proposed chapter budget for 1973. Details of the budget will be presented to the membership at the General Meeting on January 9.

JANUARY GENERAL MEETING

The January General Meeting, January 9, will feature Ms. Helen Little of San Francisco Welfare Rights speaking on "Women and Welfare". Tentative agenda for the business meeting includes discussion of proposed protest against General Mills products, coordinating with national NOW and Urban League boycott; and ratification of board-proposed budget for the chapter for 1973. Detailed copies of the 1973 budget will be available at the meeting.